

22. (New) A transaction based Mass Viewer Audience Response Detection (MVARD) gateway for deployment as a Service Control Point (SCP) in an Intelligent Network (IN) for providing real time feedback to an interactive application displayed live on at least one display screen together with at least one callback telephone number for enabling members of a mass viewer audience watching the interactive application and calling a callback telephone number of the at least one callback telephone number to actively participate therein, the IN including a Service Switching Point (SSP) having a timeout timer for selectively dropping incoming calls,

the MVARD gateway comprising a controller and at least one transaction type digital telephony interface board supporting Single Ended Calls and Mid-Call Interruption features, and being programmed to execute the following steps:

- i) registering callers setting up single leg calls to a callback telephone number of the at least one callback telephone number;
- ii) resetting the timeout timer for preventing the SSP from dropping single leg calls to a callback telephone number of the at least one callback telephone number;
- iii) requesting the SSP to report BCSM events of DTMF detection of callers depressing DTMF keys on their telephones to input their responses to an interactive application;
- iv) requesting the SSP to report BCSM events of call disconnection; and
- v) transmitting real time information regarding callers' responses for providing real time feedback to the mass viewer audience watching the interactive application, and particularly the callers continuously holding their telephones like a hand held TV remote control and depressing the DTMF keys on their telephones to input their responses to actively participate therein without interrupting their participation to listen to pre-recorded playback messages regarding DTMF key assignments.

23. (New) The gateway according to Claim 1 and further programmed to temporarily connect a caller calling a callback telephone number of at the at least one callback telephone numbers to an Interactive Voice Response (IVR).

24. (New) A communication platform for enabling mass viewer audience circuit based real time participation in an interactive application displayed live on at least one display screen, the platform comprising:

- (a) an application server for providing real time feedback to an interactive application displayed live on at least one display screen together with at least one callback telephone number for enabling members of a mass viewer audience watching the interactive application to call a callback telephone number of the at least one callback telephone number to actively participate therein;
- (b) a Service Switching Point (SSP) having a timeout timer for selectively dropping incoming calls; and
- (c) a transaction based Mass Viewer Audience Response Detection (MVARD) gateway comprising a controller and at least one transaction type digital telephony interface board supporting Single Ended Calls and Mid-Call Interruption features, and being programmed to execute the following steps:
  - i) registering callers setting up single leg calls to a callback telephone number of the at least one callback telephone number;
  - ii) resetting the timeout timer for preventing the SSP from dropping single leg calls to a callback telephone number of the at least one callback telephone number;
  - iii) requesting the SSP to report BCSM events of DTMF detection of callers depressing DTMF keys on their telephones to input their responses to an interactive application;
  - iv) requesting the SSP to report BCSM events of call disconnection; and
  - v) transmitting real time information regarding callers' responses for providing real time feedback to the mass viewer audience watching the interactive application, and particularly the callers continuously holding their telephones like a hand held TV remote control and depressing the DTMF keys on their telephones to input their responses to actively participate therein without interrupting their participation to listen to pre-recorded playback messages regarding DTMF key assignments.

25. (New) The platform according to Claim 3 and further comprising an IVR for selectively playing back pre-recorded playback messages to callers including a welcome playback message confirming that they are participating in the interactive application which they called.

26. (New) The platform according to Claim 4 wherein said IVR plays back pre-recorded questions to callers whose responses thereto are employed for data processing purposes of their responses to the interactive application.

6. (New) The platform according to Claim 3 and further comprising a message server for selectively transmitting visual messages to callers' telephones.

7. (New) The platform according to Claim 4 and further comprising a message server for selectively transmitting visual messages to callers' telephones.

8. (New) The platform according to Claim 5 and further comprising a message server for selectively transmitting visual messages to callers' telephones.

9. (New) A method for enabling mass viewer audience circuit based real time participation in an interactive application displayed live on at least one display screen, the method comprising the steps of:

- (a) providing an Intelligent Network (IN) including a Service Switching Point (SSP) having a timeout timer for selectively dropping incoming calls, and a transaction based Mass Viewer Audience Response Detection (MVARD) gateway including a controller and at least one transaction type digital telephony interface board supporting Single Ended Calls and Mid-Call Interruption features,
- (b) displaying an interactive application live on at least one display screen together with at least one callback telephone number for enabling members of a mass viewer audience watching the interactive application to call a callback telephone number of the at least one callback telephone number to actively participate therein;
- (c) registering callers setting up single leg calls to a callback telephone number of the at least one callback telephone number;
- (d) resetting the timeout timer for preventing the SSP from dropping single leg calls to a callback telephone number of the at least one callback telephone number;
- (e) requesting the SSP to report BCSM events of DTMF detection of callers depressing DTMF keys on their telephones to input their responses to an interactive application;
- (f) requesting the SSP to report BCSM events of call disconnection; and
- (g) transmitting real time information regarding callers' responses for providing real time feedback to the mass viewer audience watching the interactive application, and particularly the callers continuously holding their telephones like a hand held TV remote control and depressing the DTMF keys on their telephones to input their responses to actively participate therein without interrupting their participation to listen to pre-recorded playback messages regarding DTMF key assignments.

10. (New) The method according to Claim 9 and further comprising the step of selectively playing back pre-recorded playback messages to callers including a welcome playback message confirming that they are participating in the interactive application which they called.

11. (New) The method according to Claim 10 and further comprising the step of playing back pre-recorded questions to callers whose responses thereto are employed for data processing purposes of their responses to the interactive application.

12. (New) The method according to Claim 9 and further comprising the step of selectively transmitting visual messages to callers' telephones.

13. (New) The method according to Claim 10 and further comprising the step of selectively transmitting visual messages to callers' telephones.

14. (New) The method according to Claim 11 and further comprising the step of selectively transmitting visual messages to callers' telephones.